

# **ISSUES & PROGRAMMING REPORT**

**KUTV/KUSG - CBS**

**SALT LAKE CITY, UTAH**

**2<sup>ND</sup> Quarter 2006**

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**April 1, 2006 through June 30, 2006**  
**Local Produced Public Affairs Programs**  
**KUTV/CBS - Salt Lake City, Utah**

Local News

2NEWS This Morning: Airing Weekdays from 4:55am to 8:00am, 2NEWS This Morning provides a mix of local/national/international news along with local features, traffic and weather.

2NEWS This Morning Weekend: Saturday and Sunday from 7:00-8:00am.

2NEWS at Noon: Airing weekdays from Noon to 1:00 pm, 2NEWS at Noon provides local/national/international news coverage along with a daily cooking segment, and weekly guest interviews. Among the topics; a weekly segment focusing on investments and building your financial future; a weekly live interview with a local doctor focusing on a variety of health related issues; a weekly live interview with a counselor from Valley Mental Health.

2NEWS at 4:00pm: Airing weekdays from 4:00 to 5:00 pm, 2NEWS at 4 provides the market's first early afternoon newscast.

2NEWS at 5:00pm: Airing weekdays from 5:00-5:30pm and weekends from 5:00-6:00pm.

2NEWS at 6:00pm: Airing weekdays from 6:00-6:30pm

2NEWS at 10:00pm: Monday-Sunday from 10:00-10:35pm.

Take 2: Sundays at 10:00am

Baby Your Baby and Check Your Health – Both are on-going campaigns hosted by Mary Nickles and designed in partnership with KUTV and the Utah Department of Health. Baby Your Baby is a health program for mothers-to-be encouraging early and regular prenatal and postnatal care. Check Your Health is committed to bringing viewers the latest information to help keep families healthy. Both of these segments run in all of our newscasts.

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Fresh Ideas - Are mostly family and consumer friendly stories. All of the stories are written to help potential consumers of the products and ideas that we feature in each segment. The Fresh Ideas segment is hosted five days a week by Michelle King and is committed to bringing viewers the best and most helpful information to keep individuals, families, and businesses up to date with the latest ideas.

Healthy Living - Airing every day in our weekday 5pm newscast that deals with health and medical issues. The emphasis is on health issues that affect a majority of people, such as healthy eating, exercise, common children's health issues etc. We occasionally do stories on rare medical conditions, or cutting edge medical procedures. The stories outline new trends or problems, and offer advice and solutions from professionals, such as doctors, dieticians, fitness trainers, etc. All stories are fronted by anchor, Shauna Lake.

Get Gephardt - Investigative reporter Bill Gephardt takes on major corporations or government entities helping viewers who are caught in red-tape. In addition, the Bill Gephardt investigations serve as a warning to consumers about potential fraud happening locally. The Gephardt unit takes approximately 500 calls to the tip line each week and an average of 350 e-mails weekly from viewers with consumer complaints. Bill Gephardt airs five nights a week on the 10:00pm newscast. Reports range from two minutes to four minutes.

## **EDUCATION**

9/01/05 – 5/31/06 - Keys 2 Success - KUTV is partnering with a local automotive dealer to provide educational incentives to earn “keys” for academic achievements. As Part of the Keys to Success Program, 2 News helped give away a car to deserving high school students all over the state of Utah. Each Friday in the month of May we featured a different school and a different kid. We featured kids at Woods Cross High School., Murray High School, Roy High School and Hillcrest High School. The Keys to Success program aims at assisting high schools in motivating students to make positive changes to their level of academic achievement. Students in each participating school from Payson up to Box Elder will be given the opportunity to earn one of 500 key-cards throughout the school year. At the end of the school year, each school along the Wasatch Front will narrow down these key holders to fifty students. Of these fifty key-card recipients, one student will receive a car, donated by one of Ken Garff’s dealerships. A total of 50 cars will be donated to 50 participating High Schools within the State of Utah. Teachers and staff will be able to reward students with a key-card for a variety of pursuits and achievements, including: an increase in GPA; perfect attendance; volunteer work; peer tutoring; reading/tutoring to elementary students; participation in academic after-school programs; excellence in the arts; and/or publications or display of work.

04/07/06 - Check Your Health – IHC Kids’ Marathon Program - The Salt Lake City Marathon and Intermountain Healthcare have created a unique program for school age children in Utah. The Intermountain Kids Marathon & Fitness Program will put Utah’s kids on the road to a healthy lifestyle.

## **YOUTH & FAMILY**

06/16/05 - Baby Your Baby – Utah Newborn Safe Haven - Sen. Arent explains the Safe Relinquishment of Infants Law, why it’s needed in Utah and where women can find more information about it. The law allows the birth parent to anonymously give up custody of their newborn child without facing any legal consequences.

## **HEALTH & HEALTH CARE**

04/14/06 - Baby Your Baby – Positional Asphyxia - Positional asphyxia occurs when a person suffers a lack of oxygen due to the positioning of his/her body. This happens in infants, when an infant dies and is found in a position where his/her mouth and nose is occluded, or where his/her chest may be unable to fully expand. It is felt that the positioning of the infant led to a lack of oxygen and a death by asphyxia.

04/21/06 - Check Your Health – Stretching for Injury Prevention - Stretching before and after Physical activity helps to relieve muscle tension, keep muscles flexible and strong. Lengthening muscle will lengthen your stride and help prevent joint injuries. Pierre and Tanna demonstrate correct stretching positions.

04/28/06 - Baby Your Baby – Preconception Health - The purpose of developing an online application for Baby Your Baby was to increase access to financial help for prenatal care by making the application process easier. Women may apply for Baby Your Baby through any computer with Internet access including many computers in public libraries. A survey found that among Baby Your Baby applicants in Salt Lake County, approximately 60% had access to a computer with Internet service. Utah Clicks is available in both English and Spanish.

05/05/06- Check Your Health – Minority Health Fair - UDOH data indicates that Utah’s Black/African American population had the highest rate of death and disease compared to the overall population. Although, there are no significant differences in health insurance coverage compared to the overall population, AA people tend to seek medical care later in stages of illness rather than earlier. People in our community tend to operate in a reactionary mode than in a preventive mode.

05/12/06- Baby Your Baby – Take Care of Yourself for Your Family - The number one cause of death among women is heart disease, and the other 2 top causes of death in women are cardiovascular disease and diabetes. By adopting these habits we not only manage to stay healthier but we also teach our families, especially our children, how to be healthier too. In Utah nearly 50% of women are classified as overweight or obese. This is a major factor contributing to poor health for Utah women.

05/19/06 - Check Your Health – Pilates for Core Strength - Summer explains what Pilates is and talks about the benefits of doing Pilates on a regular basis. She also demonstrates basic moves that will help strengthen one’s back and abdomen for better core strength.

05/26/06 - Check Your Health – Reaching Your Optimal Weight - For the first time in 2 decades rates of obesity in women has leveled off (unfortunately not the case for children and men). Still over 1/3 of women are obese with a BMI >30 (5'4" woman 30 over ideal weight). In Utah we saw a 40% increase in overweight and obesity before pregnancy in women from 1991 to 2001. Obesity in pregnancy is associated with adverse events: gestational diabetes increased blood pressure, cesarean deliveries.

06/02/06 - Check Your Health – National Trails Day - National Trails Day is a perfect way to link people to trails and show them how easy physical activity can be, it shows the true beauty of Salt Lake City, and emphasizes the effort the Salt Lake Valley Health Department is doing to reduce obesity. This event can really help people become healthier and more aware of the walking and trail options available in Salt Lake County.

06/09/06 - Check Your Health – Men's Health Week - Top health experts from the U.S. Preventive Services Task Force suggest that when you go for your next checkup, talk to your doctor or nurse about how you can stay healthy no matter what your age. Screening tests, such as colorectal cancer tests, can find diseases early when they are easier to treat. Some men need certain screening tests earlier, or more often, than others. Talk to your doctor about which tests are right for you, when you should have them, and how often.

06/23/06 - Check Your Health – Hydration - Dr. Scharmann talks about the importance of staying hydrated all the time, but especially during the summer months when it is dry and hot in Utah. He explains when it is appropriate to use sports drinks and why one should avoid soda pop as a means of hydration.

06/30/06 - Baby Your Baby – Smoking During Pregnancy -Smoking during pregnancy is estimated to account for 20 to 30% of low-birth weight babies, up to 14% of pre-term deliveries, and 10% of all infant deaths. Low birth weight could be reduced by 17-26% by eliminating smoking during pregnancy. Infants of mothers who smoke during and after pregnancy are more likely to die from Sudden Infant Death Syndrome (SIDS) than compared to infants whose mothers do not smoke. Infants exposed to smoke have more ear infections and lung problems, including upper respiratory infections.

## **PUBLIC SERVICE**

6/03/06 - Salt Lake City Marathon--We were the station sponsors for the 3<sup>rd</sup> Annual Salt Lake City Marathon. On Saturday, June 3<sup>rd</sup>, we did live coverage of the events, which included a marathon, ½ marathon, 50 mile bike ride and 5K. We informed people about the benefits of getting healthy no matter what race you do. We guided people to our website to tell them more about the marathon itself. In addition, we featured 4 runners every Thursday on 2 News This Morning who had never run a marathon and tracked their progress and success as they crossed the finish line.

6/15/06 – 6/25/06 - Utah Summer Games--We were the station sponsor for the Utah Summer Games. We did live reports from Thursday, June 15<sup>th</sup>-Sunday, June 25<sup>th</sup>. The Utah Summer Games is an Olympic-style sports festival for athletes of all ages and abilities open to residents of the state of Utah. For the past 19 years the Utah Summer Games has conducted this event in Cedar City, Utah with an average total of 7,000 participants, 50 thousand spectators, and 1,000 volunteers in attendance each year. Add all that together and you have one of the premier sporting events in Utah. We featured various athletes and sports on 2 News at 4:00pm, 6:00pm and 10:00pm. In addition, Mary Nickles anchored opening ceremonies on 2 News This Morning.

6/16/06 – 6/17/06 - Relay For Life--On Friday, June 16<sup>th</sup> and Saturday, June 17<sup>th</sup> we sponsored the Relay for Life. Mark Koebel was the emcee and stressed the importance of cancer awareness and paid tribute to those who had lost their life to cancer. We were live on 2 News this Morning, we did a fundraising BBQ on 2 News at NOON and we anchored part of 2 News at 4:00, 5:00, 6:00 and 10:00pm from the event at the Gallivan Center. The event wrapped up on Saturday morning and we featured the success on all of our Saturday shows.

05/05/06 – Get Gephardt - how can you trust that the money you are turning over to a non-profit organization really gets to them? Get Gephardt investigated the FOP and Fundraising to see how much really made its way to Utah police officers. We showed Utah viewers how to look up on the state's charitable giving website to determine how much really makes it to the actual non-profit and how much makes it to telemarketers. We also showed viewers how to file a complaint to the state if they suspected a telemarketer really wasn't acting on behalf of a reputable charity.

## **CONSUMER AFFAIRS**

04/17/06 – Get Gephardt - we alerted Utah viewers about the dangers of turning your credit card information over on a free offer. In this case, a Utah woman signed up for a free offer for yahoo personals. In the process they asked for her credit card information. She didn't read through all the fine print and consequently signed up for a membership to yahoo personals for \$19.95.

04/21/06 – Get Gephardt - we tested a product called the Tire Changing Kit. For \$150 bucks, the kit claimed anyone could change a tire. We tested it with a Utah viewer and determined the jack was good but the wrench wasn't that good. Our viewers determined it wasn't really worth the high price to change the tire.

04/26/06 – Get Gephardt - we alerted Utah viewers about an unsolicited check deal. Attorneys General in 27 states were cracking down on yellow pages inc. They would send checks for \$3.99 and once a person cashed it, it obligated them to a yearly service of \$199. We showed viewers what to look out for and educated viewers that this type of scheme is against the law in Utah.

05/03/06 – Get Gephardt - we alerted viewers to a potential problem if they were buying a new home. You sign all sorts of paperwork when you buy a home, but did you ever think to check on the occupancy permit? For two Utah families they didn't and basically they are renters in their own home. The builder of their new home failed to get an occupancy permit because a certain part of the home is NOT up to code. Now, the homeowners are temporarily living without a permit and could be evicted at anytime. The city is waiving the permit for the time being but the homeowners have a limited amount of time to solve the dispute. We showed Utah homeowners what to look out for and what to ask for when it comes to an occupancy permit.

05/04/06 – Get Gephardt - We exposed a potential problems in Utah nursing homes. Currently, when a Utah prisoner needs nursing home help, they are turned over to a nursing home where law abiding citizens live. Trouble is, there are no laws that require the nursing homes or the state prison to let other patients know. We profiled one man who was sexually assaulted by a repeat sex offender and gave viewers some ways to get around the system to at least check to see if a registered sex offender was living in their same nursing home.

05/05/06 – Get Gephardt - We tested a product called the Thumb Key. It claims that you can do away with keys and just use your fingerprint to get in your front door. We tested the product with some Utah viewers and determined the product did not work that great. It only worked sometimes. It was also very expensive, around \$400.

05/08/06 – Get Gephardt - Gold's gym bought out several gyms called Lifestyle 2000. Members of that gym had lifetime memberships but Gold's wasn't honoring them. We alerted viewers that Gold's Gym had reached a settlement with the state of Utah and told all the members about what it meant for them.

05/09/06 – Get Gephardt - We tested three different claims to save you the most money on gas. We had 3 identical SUVs. 1 drove the speed limit, 1 went about 10-15 miles over the speed limit and 1 had a dirty air filter. We tested these cars on a track so we didn't break the law. We determined that driving the speed limit with a clean air filter saves you the most gas. The car that drove the speed limit but had the dirty air filter came in 2<sup>nd</sup> and the car that sped got the worst gas mileage.

05/19/06 – Get Gephardt - We tested a product called the Shower Cleaner. The claim was you just spray on the foam and there was no wiping or scrubbing required. If you used the product for 21 days, the results would be a sparkling bathtub. We tested the product with a local Utah family who really liked the \$19 product and will buy it themselves.

05/22/06 – Get Gephardt - We alerted parents to a potential problem with lead in hoses. The CPSC issued a warning that showed certain hoses contained a high level of lead once they were exposed to the sun for a certain period of time. We purchased 8 hoses and had them tested at a Utah state lab. Sure enough, some contained lead, in some cases 7 times the legal level for hoses. We showed consumers what to look out for and brought the concerns to the Utah legislature. The state of California has a law that doesn't allow any lead based hoses to be sold in their state.

05/26/06 – Get Gephardt - We tested a product called the Insulated duffle bags. The product claimed it could keep items cool for 24 hours. We tested the product with the Utah Parks and Recreation Department. They work in the hot sun.

06/01/06 – Get Gephardt - How do you get rid of those annoying pop up ads? Bill showed viewers step by step how to do it and especially how to block adult related ones when kids are in the home.

06/02/06 – Get Gephardt - We tested a product called the Swivel Sweeper. The battered powered device said it could clean better than any other battery power sweeper. We tested the product at a local bar where they have to clean up peanut shells every night. The waitresses liked the \$40 product and planned on buying one on their own.

06/09/06 – Get Gephardt - Easy Crown Molding. This product is a cheaper version of crown molding. It was suppose to be easy to put together without any tools. We tested it with new homeowners. They agreed it was easy to install but didn't like the way it looked.

06/22/06 – Get Gephardt - We exposed a problem with stolen identity here in the state of Utah. We helped pass legislation to enact a credit freeze, problem is the feds are trying to get around the state law by passing a federal law. The state law would let anyone put a freeze on their credit so no one could access credit cards, bank accounts etc, unless the actual person called the credit bureaus and cooled off their credit. If the federal law goes into effect the only people who would be able to use the freeze is someone who had their identity stolen.

06/23/06 – Get Gephardt - We tested a product called the Roll N Grow. The claim is you just roll out the carpet with seed added and just water. We tested the product with Thanksgiving Point which has beautiful gardens and they decided it was more trouble than the claim. We paid \$20 for the product.

06/28/06 – Get Gephardt - You buy a mattress with a lifetime warranty but if you get a stain on the mattress the warranty becomes void. We showed Utah viewers how they can make their warranties work again if they just have their mattress professionally cleaned. We profiled one family whose 2,000 box spring lost the spring but the mattress manufacturer told them they didn't have to honor the warranty because their mattress was stained. They called out a cleaning company and then the mattress warranty was good again.

06/30/06 – Get Gephardt - We tested a product called XCAT 2 Way Radios. The manufacturers claim there are good for at least 7 miles apart. We tested them at the Great Salt Lake on Antelope Island where the causeway was exactly 7 miles apart. Oftentimes workers out there have to shut down one lane or the other. These 2 way radios could be put to good use if they worked. The rangers decided the radios didn't work well at all.

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## **TELETHONS**

5/26/06 - Ask the Expert (Heart Disease and Stroke Prevention)-- On Friday, May 26<sup>th</sup> we educated our viewers about Heart Disease and Stroke Prevention with an Ask the Expert Segment. Several times during the day, a phone number appeared on the television screen offering our viewers the opportunity to call in and ask questions about heart disease and stroke. We also did LIVE interviews during 2 News this Morning, 2 News at NOON and 2 News at 4:00pm to stress the warning signs of a stroke and heart problems. We also provided additional information on our website at <http://www.kutv.com>

6/29/06 - Ask the Expert (Breast and Cervical Cancer)--On Thursday, June 29<sup>th</sup> we did an Ask the Expert on Breast and Cervical Cancer. Several times during the day, a phone number appeared on the television screen offering our viewers the opportunity to call in and ask questions about breast and cervical cancer. We also did LIVE interviews during 2 News this Morning, 2 News at NOON and 2 News at 4:00pm to stress the warning signs of a breast and cervical cancer. We also provided additional information on our website at <http://www.kutv.com>